

PRESS RELEASE

Recognizing Corporates and Volunteers with Outstanding Achievements in Public Financial Education

IFPHK Financial Education Leadership Awards 2018 Opens for Application

(Hong Kong - 25 September, 2017) Everyone should have a life-time financial plan. The lack of financial literacy would lead people to making poor financial decisions, and bring a negative impact on nation's future financial health. Recently, there has been an increasing number of corporate and volunteers stepping up their efforts to improve financial illiteracy level in Hong Kong. Firms and individuals participating in corporate social responsibilities (CSR) initiatives not only gain recognition from peers and consumers, but also create a positive business change.

Being the most prominent financial planning institution in Hong Kong, The Institute of Financial Planners of Hong Kong (IFPHK) today announces the launch of the first-ever "IFPHK Financial Education Leadership Awards 2018", aiming to recognize corporate and individuals in providing public financial education to the community on a pro bono basis. The Awards is open for application today with a submission deadline of 6 November.

"Indeed, many corporates have realized the importance of financial education. In 2013, the Hong Kong Monetary Authority set out to support financial literacy as one of the key initiatives in the Treat Customers Fairly (TCF) Charter. Two years later in 2015, the Investor Education Centre (IEC) launched the 'Hong Kong Strategy for Financial Literacy' (HKSFL), setting out a clear direction for financial literacy and a practical framework for actions across various sectors," Dennis Lau, CEO of IFPHK says.

"Serving as a bridge for communication between the Government, financial services industry and the community, we hope to encourage corporate, non-profit entities and the general public, share with us your contribution in financial planning. We believe with collaborate effort will bring the public a better financial journey of life." Dennis Lau, CEO of IFPHK continues.

The Awards consist of three categories, namely the 'Corporate Financial Education Leadership', "Citizen Volunteer in Financial Education" and the "Corporate Volunteer Team in Financial Education". Each category is set with various types of awards to recognize different aspect of contributions from corporate to individuals.

As for the judging part, entries will be assessed on their innovation, dedication and commitment by a judging panel comprising of the IFPHK's board members and experienced CFP^{CM} professionals.

To apply for the Awards, application shall be submitted to the IFPHK via the website www.ifphk.org. The submission deadline is 6 November, 2017. The winning list will be announced through the IFPHK website and the Awards Presentation Ceremony will be held on 19 January, 2018.

For more details on the Awards, assessment criteria and application, please visit the campaign site

http://www.ifphk.org/FEA_2018/index.html

Awards Details

	Award Type	Eligibility
Corporate Financial Education Leadership	- Gold Award, Silver Award, Bronze Award, Best Corporate Financial Education Leadership of the Year, Certificate of Achievement	- Open to all corporates and non-profit entities
Citizen Volunteer in Financial Education	- Certificate of Recognition	- Open to all individual
Corporate Volunteer Team in Financial Education	- Gold Award, Silver Award, Bronze Awards	- Award to corporate or non-profit entities with a specific number of winner of "Citizen Volunteer in Financial Education"

About IFPHK

IFPHK was established in June 2000 as a non-profit organization for the fast-growing financial services industry. It aims to be recognized in the region as the premier professional body representing financial planners dedicated to upholding the highest professional standards.

The Institute is the sole licensing body in Hong Kong authorized by Financial Planning Standards Board Limited to grant the much-coveted and internationally-recognized CFP^{CM} Certification and AFPTM Certification to qualified financial planning professionals in Hong Kong and Macau.

It represents more than 7,600 financial planning practitioners in Hong Kong from such diverse professional backgrounds as banking, insurance, independent financial advisory, stockbroking, accounting, and legal services. Currently there are more than 171,000 CFP certificant in 26 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with more than 4,600 CFP certificant in Hong Kong.

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